

# AMER AMMAR

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## GENERAL MANAGER

### Hospitality Operations Management | Pre-Opening Hotels Offering over 26 years of success

An accomplished hospitality management professional with over 18 years of multicultural experience in the Hospitality sector across pre hotel opening, management, streamlining operating procedures to achieve operational excellence with full budget and P&L accountability.

A visionary leader and Key Custodian of Quality assurance in different hotels thus driving the team towards achieving desired results.

Proven professional competencies in mobilizing and judiciously managing resources with structured inputs in the domains of planning, scheduling, delivery and monitoring.

Gained extensive multicultural experience; geographically sound and proficient in maintaining highest level of quality in operations and ensuring adherence to all the quality parameters and procedures as per the stringent norms.

#### Core Competencies



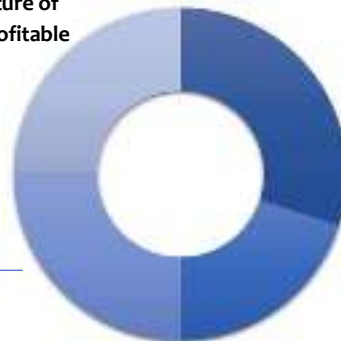
#### Areas of Expertise

##### Budgeting Oversight:

Designed, developed and implemented strategy to exceed revenue budgets, increased footfalls and brand loyalty by managing overall infrastructure of Hotel business, ensuring to achieve highly profitable operations.

##### Profitability Maximization:

Increased profitability and business reach by exploring new partners in associated markets, driving sales and marketing initiatives and increasing the length of stay for guests and thus emphasizing on hotel revenue.



##### Service Standards Assurance:

Achieved highest standards of customer service norms and increased in brand value by conceptualizing and executed unique concepts related to dining's.

##### Corporate Behavior Analysis:

Established smooth and convenient communications channel with all the department of the hotel in order to avoid any delay in operations.

#### Career Timeline (Experiences post-Feb 2001)



## Professional Experience

### Premier Inn Hotels LLC

Apr 2021 – Present

**Key Assignment:** Pre-Opening of Premier Inn Barsha Heights, Dubai, UAE (219 Rooms)

### MINOR Hotels as General Manager

Jul 2019 – Mar 2021

**Key Assignment:** Pre-Opening of Avani Ibn Battuta, Dubai, UAE (360 Rooms)

### Premier Inn Hotels LLC, UAE as Multiple Roles

Feb 2009 – Jun 2019

#### Growth Path:

Sep 2015 – Jun 2019 as General Manager

Jun 2014 – Sep 2015 as Cluster General Manager

Feb 2009 – Jun 2014 as General Manager

#### Key Assignments:

Pre-Opening of Premier Inn Dubai Silicon Oasis, Dubai, UAE 230 Rooms; Feb 2009 – May 2011

Pre-Opening of Premier Inn Abu Dhabi Capital Centre, Abu Dhabi, UAE 242 Rooms; May 2011 – Jun 2014

Premier Inn Abu Dhabi Hotels – Cluster, Abu Dhabi, UAE 542 Rooms, Jun 2014 – Sep 2015

- Premier Inn Abu Dhabi Capital Centre, 242 Rooms, Jun 2014 – Sep 2015

- Premier Inn Abu Dhabi International Airport 300 Rooms; Jun 2014 – Sep 2015

Premier Inn Dubai Investments Park Dubai, UAE 304 Rooms; Sep 2015 – Jun 2019

## Domain Skills

### Noteworthy Highlights:

- **Pre-Opening:** Coordinating all pre-opening activities and coordinating with the construction team, the construction timeline and act as a liaison between hotel personnel, construction contractors, consultants, steak holders and Brand Hotel Management.  
Proper planning of brand education and market positioning leading up to the opening date
- **Strategy Planning:** Conceptualizing and designing innovative strategies and ensuring the smooth execution of overall tasks.
- **HR Management:** Supporting HR Function by devising and suggesting strategic people management practices, including payroll, and recruitment with the accountability of building capacity and capabilities among teams through L&D initiatives.
- **Government Liaison:** Maintaining seamless coordination and liaison with government bodies, regulatory authorities and local leaders to obtain necessary licenses and approvals in line with the compliance standards.
- **Revenue Management:** Boosting revenue growth through effective implementation of strategic distribution and pricing tactics to drive business plan.
- **Operations Management:** Overseeing day to day operation of all aspects of hotel's functions and work collaboratively with all department heads to make sure operations are running smoothly in tandem with one another, streamlining operations in line with the organizational vision and Improving profitability to noticeable percent.
- **Facility Management:** Setting up, managing and maintaining overall facilities management function, ensuring appropriate up keeping, and maintenance of hotel, property and assets.
- **Health and Safety:** Handling all aspects of occupational health & safety standards while appropriately resolving emergencies and urgent issues to safeguard the business value.
- **Finance Management:** Entrusting with the responsibility of setting goals and objectives, monitoring general expenses, and handling financial aspects of the organization.
- **Guest Relationship:** Working closely with department heads and team to ensure compliance and delivery brand promise.
- **Risk Assessment:** Overseeing performance against key success metrics, identifying and mitigating risks associated with achieving the business plans.
- **Inventory Management:** Responsible for overseeing overall restaurant/hotel inventory, keeping control on cost & expenses by making optimum utilization of resources & time to ensure profitability while ensuring adherence to quality parameters.

- **Budgeting and Forecasting:** Accountable for preparing the yearly business plan that includes budgeted revenues and expenses.
- **F&B Environment:** Executing standard Food & Beverage operations to embellish service as per benchmarks; set-up system & procedures for the F&B department while implementing measures for cost control to enhance revenue generation & profitability.
- **Building Management:** Ensuring that the building meets safety requirements and facilities comply with legislation by the timely completion of agreed work by staff or contractors and attaining agreed service levels of building.
- **Brand Management:** Maximizing brand visibility by identifying new markets, latest trends & customer requirements to develop the stay experience at all the commercial buildings.
- **General Administration:** Managing daily operations, administering various issues/queries, and providing solutions.

### Previous Work Experience

|   |                            |
|---|----------------------------|
| <b>Al Ghurair Group, Dubai, UAE as Hospitality Manager</b>  | <b>Sep 2007 – Feb 2009</b> |
| <b>Key Assignments:</b> Pre-Opening of Nojoom Hotel Apartments, Dubai, UAE; 180 Deluxe Apartments |                            |
| <b>Al Khlaeej Group of Hotels, Dubai, UAE as Hotel Manager</b>                                    | <b>May 2006 – Sep 2007</b> |
| <b>Key Assignments:</b> Pre-Opening Al Khaleej Suites, Dubai, UAE; 80 Deluxe Apartments           |                            |
| <b>Coral International, Dubai, UAE as Front Office Manager</b>                                    | <b>Nov 2005 – May 2006</b> |
| <b>Key Assignments:</b> 5* Coral Deira, Dubai, UAE  |                            |
| <b>Taj Palace, Dubai 5* Luxury Hotel as Multiple Roles</b>  | <b>Feb 2001 – Nov 2005</b> |
| <b>Growth Path:</b>   |                            |
| Jul 2004 – Nov 2005 as Assistant FOM - Front Office Department                                    |                            |
| Jan 2003 – Jul 2004 as Duty Manager - Front Office Department                                     |                            |
| Apr 2002 – Jan 2003 as Income Auditor/ Credit Officer - Finance Department                        |                            |
| May 2001 – Apr 2002 as Night Auditor - Finance Department   |                            |
| Feb 2001 – May 2001 as Pre-Opening: Stores / F&B Cost control – Finance                           |                            |
| <b>Aquamarina Tours &amp; Travel, Aqaba, Jordan as Operations/ Sales Manager</b>                  | <b>Feb 1999 – Apr 2001</b> |
| <b>Arab Falcon for Travel &amp; Tourism, Amman, Jordan as Operations/ Sales Manager</b>           | <b>Apr 1995 – Feb 1999</b> |
| <b>Forte Grand – Amman as Receptionist / Front Office Department</b>                              | <b>Mar 1994 – Mar 1995</b> |

### Education and Credentials

- **Bachelors in Accounting and Business Administration**  
Jordan University, Amman, 1994.

#### Technical Skills

- Opera / Micros / Ideas Revenue Management System
- Microsoft Office (Word, Excel, PowerPoint).



### Personal Dossier

**Date of Birth:** 4th Dec 1972

**Nationality:** Jordanian | **Marital Status:** Married

**No. of Dependents:** Three | **Languages Known:** Arabic and English

